

#2840.1

Chilton Research Services  
Radnor, Pennsylvania

Study #5814B  
August, 1997

**DRUG LABELING STUDY B  
SCREENER**

**OFFICE USE ONLY:**

ID \_\_\_\_\_

1-5

SITE INTERVIEW NUMBER: \_\_\_\_\_

10-

6-9

**CIRCLE APPROPRIATE MARKET:**

1 - Philadelphia, PA	2 - Birmingham, AL	3 - Cleveland, OH	4 - Chicago, IL
5 - Dallas, TX	6 - Denver, CO	7 - Los Angeles, CA	8 - Seattle, WA

**CIRCLE GENDER:**

11-

1 - Male	2 - Female
----------	------------

**APPROACH MALES AND FEMALES WHO APPEAR TO BE 18 YEARS OR OLDER**

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_ here in the mall. We're conducting a study for the Food and Drug Administration (FDA) and I'd like to ask you a few questions.

**(HAND RESPONDENT CARD 1)**

A. Which of the age groups listed on this card best describes you. Please tell me the letter from the card.

12-

- A. Under 18 ..... 1 **(THANK AND TERMINATE. RECORD BELOW.)**  
B. 18-24 ..... 2  
C. 25-34 ..... 3  
D. 35-44 ..... 4  
E. 45-54 ..... 5  
F. 55-64 ..... 6  
G. 65+ ..... 7  
Refused ..... 9 **(THANK AND TERMINATE. RECORD BELOW.)**

**UNDER 18/REFUSED**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

OMB NO.: 0910-0343  
EXPIRATION DATE: 11/30/97

B1. Do you usually wear glasses, contacts, or use any other aid for reading?

13-

Yes ..... 1

No ..... 2 (SKIP TO C)

B2. Do you have them with you?

14-

Yes ..... 1

No ..... 2 (THANK AND TERMINATE. RECORD BELOW.)

**NO GLASSES**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

C. We would like to invite you back to our facility to complete a survey that will take approximately 30 minutes. In appreciation for your time, you will receive \$5.00. Would you be willing to participate?

15-

Yes ..... 1

No ..... 2 (THANK AND TERMINATE. RECORD BELOW.)

**REFUSALS**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

- **ESCORT RESPONDENT TO INTERVIEW AREA.**
- **REFER TO RANDOMIZATION SHEET TO DETERMINE WHICH MAIN QUESTIONNAIRE COLOR TO USE.**
- **ATTACH MAIN QUESTIONNAIRE TO SCREENER AND CONTINUE.**

**CIRCLE TYPE OF QUESTIONNAIRE:**

16-

1 - Cough/Cold (Pink)	2 - Sunscreen (White)
-----------------------	-----------------------

Space 17-79  
80-1, Dup 1-9

**DRUG LABELING STUDY B  
MAIN QUESTIONNAIRE  
WHITE A: SUNSCREEN**

**OFFICE USE ONLY:**

ID \_\_\_\_\_

1-5

SITE INTERVIEW NUMBER: \_\_\_\_\_

6-9

Start time \_\_\_\_\_ : \_\_\_\_\_ am pm

10-13

14-

The US Food and Drug Administration is interested in how people evaluate the labels that appear on over-the-counter medications. First, I'm going to be showing you a number of different labels from a sunscreen. Each label is a different format, but all the information is the same. I'd like you to look at all the labels and put them in order, starting with the one you prefer most, second most preferred, third most preferred, etc. Then I'm going to ask you some questions about your choices. Do you have any questions? **(IF YES, REVIEW PROCEDURE WITH RESPONDENT)**

**(LAY 16 LABELS OUT ACCORDING TO RANDOMIZATION SHEET. AFTER RESPONDENT RANK ORDERS LABELS, RECORD ORDER BELOW.)**

15-17	18-20	21-23	24-26	27-29	30-32	33-35	36-38	39-41	42-44	45-47	48-50	51-53	54-56	57-59	60-62
<b>MOST</b>														<b>LEAST</b>	
<b>PREFERRED</b>														<b>PREFERRED</b>	

- 1a. Now that you've ranked these labels, what was it about the first label that made you prefer it the most?  
**(RECORD LABEL VERSION MOST PREFERRED: \_\_\_\_\_)** 63-65  
\_\_\_\_\_  
66-  
\_\_\_\_\_  
67-  
\_\_\_\_\_  
68-  
\_\_\_\_\_  
69-
- 1b. What was it about the second label that made you prefer it second most?  
**(RECORD LABEL VERSION SECOND MOST PREFERRED: ) \_\_\_\_\_** 70-72  
\_\_\_\_\_  
73-  
\_\_\_\_\_  
74-  
\_\_\_\_\_  
75-  
\_\_\_\_\_  
76-

Space 77-79  
80-2, Dup 1-5

2. Next, I'm going to show you two labels. One has a different format from the ones you have reviewed. One is a label you already ranked. **(CHOOSE PREVIOUSLY RANKED LABEL ACCORDING TO RANDOMIZATION SHEET.)** I'd like you to rate each label from 0 (not at all) to 10 (very) on the following questions. Here's the first label. Take some time to examine the layout of the label. Then I'll ask you some questions. **(HAND RESPONDENT CARD 2)**

**(RECORD LABEL VERSION RESPONDENT IS RATING: \_\_\_\_\_)**

6-8

**(RANDOM START)**

- \_\_a. How willing would someone be to read the label?

9-10

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_b. How useful is the label in helping someone decide whether or not to use the drug?

11-12

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_c. How much do you like the format or layout of the label?

13-14

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_d. How easy is it to find information in the label?

15-16

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_e. How believable is the information on the label?

17-18

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_f. How difficult was it to read the label?

19-20

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_g. How important would it be for someone to read all the information in the label?

21-22

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- \_\_h. How confusing is the format or layout of the label?

23-24

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

- i. How well organized is the format or layout of the label?

25-26

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_j. How much do you trust the information in the label? 27-28

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_k. How confident would you be relying on the information in the label? 29-30

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_l. How biased is the information in the label? 31-32

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

Now I'd like you to rate the second label. **(CHOOSE LABEL ACCORDING TO RANDOMIZATION SHEET)** Take some time to examine the layout of the label. Then I'll ask you some questions. **(HAND RESPONDENT CARD 2)**

**(RECORD LABEL VERSION RESPONDENT IS RATING: \_\_\_\_\_)** 33-35

**(RANDOM START)**

\_\_m. How willing would someone be to read the label? 36-37

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_n. How useful is the label in helping someone decide whether or not to use the drug? 38-39

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_o. How much do you like the format or layout of the label? 40-41

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_p. How easy is it to find information in the label? 42-43

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_q. How believable is the information on the label? 44-45

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_r. How difficult was it to read the label? 46-47

0	1	2	3	4	5	6	7	8	9	10		98	99
not at all										very		DK	REF

\_\_s. How important would it be for someone to read all the information in the label?

48-49

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

\_\_t. How confusing is the format or layout of the label?

50-51

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

\_\_u. How well organized is the format or layout of the label?

52-53

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

\_\_v. How much do you trust the information in the label?

54-55

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

\_\_w. How confident would you be relying on the information in the label?

56-57

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

\_\_x. How biased is the information in the label?

58-59

0	1	2	3	4	5	6	7	8	9	10	98	99
not at all										very	DK	REF

3. In this next section, I'm going to give you a list of phrases that describe how likely a particular over-the-counter drug might work in a group of people. Out of 10 people, if a drug was described this way, for how many would you expect it to work? For each phrase I read, please tell me the number that best represents your response. **(HAND RESPONDENT CARD 3)** If a drug was described as **(INSERT PHRASE)**, for how many people do you think it would work out of 10 people?

**(RANDOM START)**

\_\_a. Completely effective

60-61

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

\_\_b. Moderately effective

62-63

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

c. Generally effective

64-65

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

\_\_d. Occasionally effective

66-67

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

\_\_e. Minimally effective

68-69

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

\_\_f. Frequently effective

70-71

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

\_\_g. Usually effective

72-73

0	1	2	3	4	5	6	7	8	9	10	98	99
nobody										everybody	DK	REF

Space 74-79  
80- 3, Dup 1-5

In this next task, I'm going to show you some graphs that describe how well a particular drug works.

**(CHOOSE GRAPH ORDER ACCORDING TO RANDOMIZATION SHEET. HAND RESPONDENT FIRST GRAPH.)**

- 4a. Based on what you see in this graph, if you were going to pick the one term that describes how well the drug works, which one of these phrases would you choose? **(HAND RESPONDENT CARD 4)**

**(RECORD GRAPH VERSION RESPONDENT IS RATING: \_\_\_\_\_)**

6-8  
9-

Completely effective ..... 1  
Generally effective ..... 2  
Moderately effective ..... 3  
Occasionally effective ..... 4  
Minimally effective ..... 5  
Frequently effective ..... 6  
Usually effective ..... 7  
Don't Know ..... 8  
Refused ..... 9

**(SHOW RESPONDENT SECOND GRAPH)**

- 4b. Based on what you see in this graph, if you were going to pick the one term that describes how well the drug works, which one of these phrases would you choose?

**(RECORD GRAPH VERSION RESPONDENT IS RATING: \_\_\_\_\_)**

10-12  
13-

Completely effective ..... 1  
Generally effective ..... 2  
Moderately effective ..... 3  
Occasionally effective ..... 4  
Minimally effective ..... 5  
Frequently effective ..... 6  
Usually effective ..... 7  
Don't Know ..... 8  
Refused ..... 9

**(SHOW RESPONDENT THIRD GRAPH)**

- 4c. Based on what you see in this graph, if you were going to pick the one term that describes how well the drug works, which one of these phrases would you choose?

**(RECORD GRAPH VERSION RESPONDENT IS RATING: \_\_\_\_\_ )**

14-16  
17-

Completely effective ..... 1  
Generally effective ..... 2  
Moderately effective ..... 3  
Occasionally effective ..... 4  
Minimally effective ..... 5  
Frequently effective ..... 6  
Usually effective ..... 7  
Don't Know ..... 8  
Refused ..... 9

**(SHOW RESPONDENT FOURTH GRAPH)**

- 4d. Based on what you see in this graph, if you were going to pick the one term that describes how well the drug works, which one of these phrases would you choose?

**(RECORD GRAPH VERSION RESPONDENT IS RATING: \_\_\_\_\_ )**

18-20  
21-

Completely effective ..... 1  
Generally effective ..... 2  
Moderately effective ..... 3  
Occasionally effective ..... 4  
Minimally effective ..... 5  
Frequently effective ..... 6  
Usually effective ..... 7  
Don't Know ..... 8  
Refused ..... 9

5. In this next section, I'm going to give you a list of phrases that could be used to describe the effectiveness a particular over-the-counter drug might have. If a drug was described as having this characteristic, how effective do you think it would be on a scale from 0 to 10 where 0 means not at all effective and 10 means extremely effective? For each phrase I read, please tell me the number that best represents your response. **(HAND RESPONDENT CARD 5)**

If a drug was described as giving (INSERT PHRASE), how effective do you think it would be?

(RANDOM START)

												22-23	
___a. Complete relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												24-25	
___b. Occasional relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												26-27	
___c. General relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												28-29	
___d. Moderate relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												30-31	
___e. Minimal relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												32-33	
___f. Frequent relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF
												34-35	
___ Usual relief	0	1	2	3	4	5	6	7	8	9	10	98	99
	not effective at all										extremely effective	DK	REF

6. Now I'm going to ask you to say some words out loud. I want to hear you read as many words as you can from these lists. **(HAND RESPONDENT CARD 6. HOLD QUESTIONNAIRE AT AN ANGLE SO THE RESPONDENT IS NOT DISTRACTED BY THE SCORING PROCEDURE.)** Begin with the first word on List 1 and read aloud. When you come to a word you cannot read, do the best you can or say "blank" and go on to the next word.

**(IF THE RESPONDENT TAKES MORE THAN FIVE SECONDS ON A WORD, SAY "BLANK" AND POINT TO THE NEXT WORD, IF NECESSARY, TO MOVE THE RESPONDENT ALONG. IF THE RESPONDENT BEGINS TO MISS EVERY WORD, HAVE HIM/HER PRONOUNCE ONLY KNOWN WORDS.)**  
**(COUNT AS CORRECT ANY SELF-CORRECTED WORD.)**

	Correct	Incorrect	Not Attempted	
fat <FAAT>	1	2	3	36-
flu <FLOO>	1	2	3	37-
pill <PIL>	1	2	3	38-
dose <DOS>	1	2	3	39-
eye <I>	1	2	3	40-
stress <STRES>	1	2	3	41-
smear <SM-EAR>	1	2	3	42-
notify <NO-TIF-FY>	1	2	3	43-
gallbladder <GALL-BLAH-DERR>	1	2	3	44-
calories <CAL-LUH-REEZ>	1	2	3	45-
depression <DEE-PRESS-SHUN>	1	2	3	46-
miscarriage <MISS-KAHR-RIDGE>	1	2	3	47-
pregnancy <PREG-NEN-SEE>	1	2	3	48-
arthritis <AR-THRY-TISS>	1	2	3	62-
hepatitis <HEP-UH-TY-TISS>	1	2	3	63-
antibiotics <AN-TY-BY-AH-TIKS>	1	2	3	64-

	Correct	Incorrect	Not Attempted	
ingredient <INN-GREE-DEE-ENT>	1	2	3	49-
temporary <TEM-PUH-RARE-REE>	1	2	3	50-
exceed <ECK-SEED>	1	2	3	51-
inhale <INN-HAYL>	1	2	3	52-
nausea <NAW-ZEE-UH>	1	2	3	53-
excessive <ECK-SESS-SIV>	1	2	3	54-
pharmacist <FARM-UH-SIST>	1	2	3	55-
relief <REE-LEEF>	1	2	3	56-
heartburn <HART-BERN>	1	2	3	57-
effectiveness <E-FEKK-TIV-NESS>	1	2	3	58-
drowsiness <DROW-ZEE-NESS>	1	2	3	59-
prolonged <PRO-LAWNGD>	1	2	3	60-
inhibit <INN-HIB-IT>	1	2	3	61-
placebo <PLUH-SEE-BO>	1	2	3	70-
liquid <LICK-WID>	1	2	3	71-
muscle <MUH-SULL>	1	2	3	72-

	Correct	Incorrect	Not Attempted	
diagnosis <DY-IGG-NO-SIS>	1	2	3	65-
potassium <PO-TAS-SEE-UM>	1	2	3	66-
anemia <UH-NEE-MEE-UH>	1	2	3	67-
obesity <OH-BEE-SEH-TEE>	1	2	3	68-
osteoporosis <OS-TEE-OH-POUR-ROW-SIS>	1	2	3	69-

	Correct	Incorrect	Not Attempted	
symptom <SIM-TUM>	1	2	3	73-
thalidomide <THA-LID-DOH-MIDE>	1	2	3	74-
congestion <CON-JEST-SHUN>	1	2	3	75-
chronic <KRAH-NIK>	1	2	3	76-
sinusitis <SY-NUH-SY-TISS>	1	2	3	77-

Space 78-79  
80-4, Dup 1-5

7. I'm going to give you a card with six words printed on it. **(HAND RESPONDENT CARD 7)** I'm going to read each one to you. After I read the word, I'd like you to define it as if you saw it in a dictionary. If you're not sure about the definition, your best guess is fine. **(RECORD STATEMENTS VERBATIM. PROBE ONCE "Anything else?" AFTER RESPONSE.)**

**(RANDOM START)**

\_\_ a. placebo

	6-
	7-
	8-
	9-

\_\_ b. thalidomide

	10-
	11-
	12-
	13-

\_\_ c. effectiveness

	14-
	15-
	16-
	17-

\_\_ d. temporary

	18-
	19-
	20-
	21-

\_\_ e. symptoms

	22-
	23-
	24-
	25-

\_\_ f. health professional

	26-
	27-
	28-
	29-

Now I have just a few questions for classification purposes.

30-

8. What is your marital status? Are you:

**(READ LIST)**

- a. Married ..... 1
- b. Separated ..... 2
- c. Divorced ..... 3
- d. Widowed ..... 4
- e. Never Married ..... 5

**(DO NOT READ)**

- Don't Know ..... 8
- Refused ..... 9

**(HAND RESPONDENT CARD 8)**

9. Which one of these letter groups shows the last grade of school that you completed?

31-

- a. Grade school or less ..... 1
- b. Some high school ..... 2
- c. Completed high school ..... 3
- d. Some college ..... 4
- e. Completed college ..... 5
- f. Graduate school or more ..... 6
- g. Other education beyond high school  
(business, technical, etc.) ..... 7
- Don't Know ..... 8
- Refused ..... 9

**(HAND RESPONDENT CARD 9)**

10. Which of these letter groups represents your profession?

32-33

- a. Professional/Technical ..... 1
- b. Manager/administrator ..... 2
- c. Sales Worker ..... 3
- d. Clerical ..... 4
- e. Craft ..... 5
- f. Operatives (Except Transportation) .... 6
- g. Transport Operatives ..... 7
- h. Laborer ..... 8
- I. Service Worker ..... 9
- j. Farmer and Farm Manager ..... 10
- k. Farm Laborer ..... 11
- l. Retired ..... 12
- m. Housewife ..... 13
- n. Student ..... 14
- o. Unemployed ..... 15
- p. Military ..... 16

Don't Know ..... 98  
Refused ..... 99

11. In general, would you say your health is:

34-

**(READ LIST)**

- a. Excellent ..... 1
- b. Very good ..... 2
- c. Good ..... 3
- d. Fair ..... 4
- e. Poor ..... 5

**(DO NOT READ)**

Don't Know ..... 8  
Refused ..... 9

12. How often have you purchased an over-the-counter cough/cold drug in the past six months?  
Would you say:

35-

**(READ LIST)**

- a. Zero times ..... 1
- b. One or two times ..... 2
- c. Three or four times ..... 3
- d. Five or six times ..... 4
- e. Seven or more times ..... 5

**(DO NOT READ)**

- Don't Know ..... 8
- Refused ..... 9

13. How often have you purchased an over-the-counter pain reliever drug in the past six months?  
Would you say:

36-

**(READ LIST)**

- a. Zero times ..... 1
- b. One or two times ..... 2
- c. Three or four times ..... 3
- d. Five or six times ..... 4
- e. Seven or more times ..... 5

**(DO NOT READ)**

- Don't Know ..... 8
- Refused ..... 9

14. How often have you purchased an over-the-counter sunscreen in the past six months?  
Would you say:

37-

**(READ LIST)**

- a. Zero times ..... 1
- b. One or two times ..... 2
- c. Three or four times ..... 3
- d. Five or six times ..... 4
- e. Seven or more times ..... 5

**(DO NOT READ)**

- Don't Know ..... 8
- Refused ..... 9

**(HAND RESPONDENT CARD 10)**

15. Are you being treated for any of these medical conditions? Please tell me the letters of all that apply.

38-

**(CIRCLE ALL THAT APPLY)**

- a. Heart disease ..... 1
- b. High blood pressure ..... 2
- c. Asthma ..... 3
- d. Depression ..... 4
- e. High cholesterol ..... 5
- f. Stomach ulcers ..... 6
- g. Emphysema ..... 7

Don't Know ..... 8

Refused ..... 9

**(HAND RESPONDENT CARD 11)**

16. Which one of these letter groups includes your total annual family income?

39-

- a. Under \$25,000 ..... 0
- b. \$25,000 - \$29,999 ..... 1
- c. \$30,000 - \$34,999 ..... 2
- d. \$35,000 - \$39,999 ..... 3
- e. \$40,000 - \$49,999 ..... 4
- f. \$50,000 - \$59,999 ..... 5
- g. \$60,000 - \$74,999 ..... 6
- h. \$75,000 and over ..... 7

Don't Know ..... 8

Refused ..... 9

**(HAND RESPONDENT CARD 12)**

17. Which one of these letter groups represents your ethnic group?

40-

- a. Black/Non-Hispanic ..... 1
- b. Hispanic ..... 2
- c. Asian/Pacific Islander ..... 3
- d. White/Non-Hispanic ..... 4
- e. Indian or Alaskan Native ..... 5
- f. Other ..... 6

Don't Know ..... 8

Refused ..... 9

For validation purposes, may I have your first name, address and telephone number?

Respondent's First Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: Area Code: \_\_\_\_\_ Number: \_\_\_\_\_

END TIME \_\_\_\_ : \_\_\_\_ AM PM  
41 - 44 45-

DATE: \_\_\_\_\_

**THANK RESPONDENT FOR PARTICIPATING.  
GIVE RESPONDENT INCENTIVE.**

INTERVIEWER NAME: \_\_\_\_\_

Space 46-79  
80-5

OMB NO.: 0910-0343  
EXPIRATION DATE: 11/30/97